

COMMUNIQUE

BUSINESS COUNCIL ON NATIONAL ISSUES · CONSEIL CANADIEN DES CHEFS D'ENTREPRISE

**OTTAWA/MEXICO CITY
IMMEDIATE
MONDAY, FEBRUARY 14, 1994**

CANADIAN BUSINESS LEADERS TO VISIT MEXICO

Twenty-five chief executives of leading Canadian companies will begin a three-day mission to Mexico on Wednesday, February 16. They are members of Canada's senior business organization, the Business Council on National Issues (BCNI).

Moving quickly to build on the foundation of the recently implemented North American Free Trade Agreement (the NAFTA), the Canadian CEOs will meet with Mexican President Carlos Salinas de Gortari, as well as with Dr. Jaime Serra Puche, Secretary of Trade and Industrial Development, Dr. Pedro Aspe Armella, Secretary of Finance and Public Credit, and Ing. Carlos Rojas Gutiérrez, Secretary of Social Development.

Private sector encounters will occupy the preponderance of the mission's engagements in Mexico City as the Canadian executives explore ways to enhance the two-way flow of trade and investment between the two countries.

In a statement released in Ottawa and Mexico City, the mission leaders, J. Edward Newall, Chairman of the Business Council, and Thomas P. d'Aquino, BCNI President and Chief Executive, announced the trip's three-fold objective:

- **To signal to the political and business leadership of Mexico the strong interest of the Canadian chief executives to build on the new North American partnership established by the NAFTA;**
- **To explore concrete ways in which the senior private sector leaders of both countries can work more closely together to ensure the successful implementation of the NAFTA and its further development and expansion; and**
- **To serve as a catalyst for the development of business-to-business linkages and opportunities for both Canadians and Mexicans in our respective countries.**

The visiting Canadian CEOs represent a broad number of key sectors of the Canadian economy including telecommunications, banking, information technology, financial services, oil and gas, mining, transportation, steel, retail, pulp and paper, food processing and real estate.

"A number of our member companies have been conducting business in Mexico on an individual and project basis for some years," explained Mr. d'Aquino. "What is different about this mission is that it reflects an unprecedented collective commitment on the part of the leaders of major enterprises in Canada to the development of the Mexico-Canada economic relationship."

"The mission to Mexico is part of the Business Council's Global Strategy Initiative," continued Mr. d'Aquino, "a sustained effort on the part of the Council that aims at enhancing the global perspective of Canadian chief executives, ensuring that Canadian business has an influential voice on international economic trade and investment issues, and developing private sector linkages in dynamic markets on a global basis."

The BCNI is a non-partisan, not-for-profit organization composed of the 150 chief executives of the country's leading enterprises. Member companies represent all major sectors of the Canadian economy, administer in excess of \$1 trillion in assets, and have an annual turnover of approximately \$400 billion. BCNI member companies also are responsible for a significant majority of Canada's total private sector investment, exports, training, and research and development. The Council's Chairman, J. Edward Newall, President and Chief Executive Officer, NOVA Corporation of Alberta.

- 30 -

In Canada contact: Nancy Wallace
(613) 238-3727

In Mexico contact: Alison Sinclair
(5) 327-7700